



# **Quarterly Activity Report**

January to March 2020 (Quarter 2)

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## **Ujana Coffee Project**



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### 1. Summary of project activities

#### Status: Ujana project

A summary of the status of the project phases and timelines are presented in Table 1. The identification of income solutions for Phase 1 was delayed in Q1. This was the result of numerous meetings with key players in the Ugandan coffee sector and extensive field visits to assess potential income skills and ensure the long-term sustainability of the project. By the end of Q2, the seven local income solutions were mostly confirmed but some required additional field assessments. Travel restrictions were enacted in Uganda in March due to the global pandemic. This resulted in a delay of Phases 1 to 3. The completion of these phases will be assessed in April and alternative timelines and plans are outlined on page 18 and will be discussed further with the Lavazza team.

Table 1: Status project timeline

Project phase	Timeline	Status	Status description
Phase 1: Local solution assessment	Oct to Nov 2019	60% completed	Four income solutions were approved. Five strong income skill potentials are under assessment. The viability to complete this task will be assessed in Q3 due to the restrictions set as a result of the COVID-19 pandemic.
Phase 2: Local solution documentation	Oct 2019 to April 2020	30% completed	One learning video was completed and the second one was 90% completed. The viability to complete this task will be assessed in Q3.
Phase 3: Local solution hub	Oct 2019 to Aug 2020	25% completed	The key project partners and locations have been identified. Suggestions for impact scaling have also been provided (see page 11). The viability of this activity will be assessed in Q3.
Phase 4: Project impact exhibition	August 2020	Not started	The viability of this activity to be assessed in Q3.
Phase 5: Project impact reporting	November 2020	Not started	The viability of this activity to be assessed in Q3.



#### Status: Q2 deliverables

Eight (8) specific goals were planned for Q2 as listed in Table 2. Eighty-two percent (82%) of the goals were completed or close to completion. The deliverables 2 to 8 are described in further details in the report. The remaining tasks may need to be adjusted due to the global pandemic restrictions in Uganda. Further recommendations to continue the project activities are provided on page 18.

Table 2: Status Q2 planned deliverables

Deliverables	Status	Status description
(1) Submitting Q1 financial report	100% completed	The report was submitted in January.
(2) Finalizing the selection of seven (7) local income solutions	60% completed	Four income solutions were approved. Five strong potential income skills are under assessment. This phase took more time as the Sawa World team allocated more time to meet with and establish long-term national partnerships to ensure the long-term sustainability of the project.
(3) Identifying project location(s) and partners	100% completed	Project location(s) and key project partners were identified.
(4) Visiting youth farm schools from HRN Stiftung	100% completed	A one-day visit to five youth groups of HRNS farmers schools was conducted in January.
(5) Producing two to three learning videos on identified income solutions	100% completed	Two learning videos were produced. The first was completed and the second video was 90% completed. Travel restrictions in Uganda did not allow for the filming of final footage.
(6) Creating Q2 impact video	100% completed	The Q2 impact video was produced.
(7) Assessing the best scaling methods of the solutions in Central Uganda	80% completed	Two scaling methods were identified. Alternative scaling methods will be explored in Q3 due to the current pandemic restrictions.
(8) Conducting socio-economic assessments in the selected target area	30% completed	A general socio-economic assessment was conducted in the Mityana District in Central Uganda to assess the local income levels, market potential and other measures. The assessments will continue in Q3 but could change due to the global pandemic restrictions.







### 2. Project successes

This section describes the progress of each planned deliverable for quarter two (Q2).

#### Finalizing the identification of seven (7) local income solutions

As a continuation of the local solution assessment, under Phase One of the project proposal, a total of 143 solution entrepreneurs in the coffee and agricultural sector were reached in Q2. 39 percent of these were female entrepreneurs.

These entrepreneurs were reached through four main strategies as listed below:

- Field visits conducted in Mityana and Masaka districts in Central Uganda.
- Meetings with coffee-related organizations and associations in the not-for-profit, private and government sectors. Fifty-four (54) potential entrepreneurs were contacted.
- Social media advertisements on platforms such as WhatsApp and Facebook.
- National radio announcements on the Central Broadcasting Service (CBS) in Uganda. Sixty-five (65) responded to this radio call.

From the solution assessments over the last six months, four (4) entrepreneurs have been confirmed for their innovations that can contribute to the economic stability of other youth coffee farmers. These four (4) local income solutions are coffee-flavoured cakes, mushroom cultivation (coffee husks), coffee fuel briquettes and biochar fertilizer (coffee husks). The details of the four (4) approved solution entrepreneurs are presented in Table 3.

Five (5) other strong potential local income solutions were nominated through phone assessments and initial field visits. The five (5) potential income solutions include: (1) integrated coffee farming, (2) organic pesticides (coffee by-product), (3) coffee drink hubs, (4) coffee/avocado powder roasting and (5) notebooks.

Preparations were made to conduct final approval assessments of the five skills in March but due to the restrictions of the COVID-19 pandemic, the visits were put on hold. Phone assessments will continue in Q3 to gather additional information on the potential entrepreneurs.

33 percent of the solution entrepreneurs approved or short-listed were females. The project aims to have at least a 60 percent female representation (or four solution entrepreneurs). Further efforts will be applied to achieve this.



Table 3: Approved income solutions and entrepreneurs

## Local income solutions

# Solution entrepreneur

### About solution entrepreneur

#### Coffee-flavored cakes

Learning video completed



**Irene Aciro** 

Irene is a 28-year-old entrepreneur making coffee-flavoured cakes. She has been baking and selling these for three (3) years and was inspired to add a coffee flavour into her cake recipes by her sister who works closely with coffee farmers to support quality coffee production and trading. She started her cakes business with 50,000 Uganda Shillings (UGX) (12.05 Euros). He has a monthly earning of UGX 600,000 (144.65 Euros). This additional income has helped her support the livelihood of herself and her two-year-old son. She is passionate about sharing her skills with other youth and has trained thirteen (13) other people. Making coffee cakes has attracted significantly more customers in her business as a result of its unique flavour.

# Mushroom cultivation (using coffee husks)

Learning video 90% completed



**Ronald Onyangai** 

Ronald is a 27-year-old farm entrepreneur and executive director of Dynamic Agrilink, an organization that focuses on youth and women inclusion in the agricultural value chain through mushroom cultivation. This innovation involves the utilization of coffee husks for mushroom farming as a business. This enables him to earn a monthly income of 250,000 UGX (60.37 Euros) and with a startup capital of 200,000 UGX (48.29 Euros). His organization has trained 300 youth and female coffee farmers in Namayumba sub-county in Wakiso District to earn extra money through this income solution.



# Local income solutions

# Solution entrepreneur

### About solution entrepreneur

#### Coffee fuel briquettes

Learning video in progress



Deogratius Nsubuga

Deogratius is a 37-year-old coffee farmer and founder of Kusasira Self-Help Group, an organization of thirty-five (35) youth in Wakiso District. His main aim of starting the group was to unite youth in his farming community with skills to employment. He leads the local income solution of making fuel briquettes out of coffee husks. He learned this skill via training from Wakiso District Farmers Association (WADIFA). He started making the business with 100,000 UGX (24.15 Euros) and now earns 400,000 UGX(96.59 Euros) in an average month. This additional income has helped pay for the tuition of his four children. The group has empowered thirty-five other youth with this income skill over the past four years. Please note that Deogratius is slightly over the age limit of 35.

# Biochar fertilizer (using coffee husks)

Learning video in progress



John Lutaya

John is a 27-year-old entrepreneur who grows coffee and specializes in producing biochar fertilizer made from coffee husks. He works together with Deogratius and is the chairperson of Kusasira Self-Help Group. As a group, they started making biochar with 150,000 with (36.22 Euros) and now earn up to UGX 500,000 (120.73 Euros) per month. This income is distributed among each member and has helped him invest in animal and coffee farming. He has trained twenty other youth in his community to make biochar fertilizer and to earn income from the sales.



#### Identifying the best location(s) and local partners in Central Uganda

Twenty-six (26) key organizations were approached for recommendations of entrepreneurs in the coffee and agricultural sectors. The organizations were categorized into four different sectors as follows:

- Three (3) government organizations,
- Eight (8) private companies,
- Nine (9) coffee cooperatives in Masaka District (Central Uganda),
- Six (6) farmer cooperatives in Mityana District (Central Uganda).

From the interactions with these organizations, Sawa World identified different types of partners to support the implementation and dissemination of the project. These partners were categorized into four groups including those that (1) advised on best project locations, (2) recommended solution entrepreneurs, (3) were able to mobilize youth for the training sessions and (4) those that expressed an interest to disseminate the project results in their network.

#### **Project locations**

From the location assessments, it is advised that the local income training sessions are to be conducted in Mityana, Masaka and Wakiso Districts. These locations were selected based on strong support partners in these regions, high levels of socio-economic poverty (in particular unemployed youth), active coffee cooperative associations and high numbers of youth entrepreneurs using coffee by-products for income diversification.

#### Solution entrepreneur identification partners

From the different organizations reached, 143 solution entrepreneurs, with income solutions from coffee by-products and other agricultural products were recommended. Some of these organizations that recommended these entrepreneurs included the National Union of Coffee Agribusiness Enterprises (NUCAFE), the Consortium for Enhancing University Responsiveness to Agribusiness Development (CURAD), Wakiso District Farmers Association (WADIFA) and Marula Creative Consultancy. The details of these partners are outlined in Appendix A.





#### Youth mobilization partners

From the identified partner organizations two (2) organizations and one (1) member-based coffee cooperative in Central Uganda were selected to mobilize youth for the local income solution training sessions. These organizations have a strong presence in the districts of Mityana, Masaka and Wakiso of Central Uganda and the Ujana Coffee Project would provide additional value to the youth they have worked with within these locations. Table 4 provides more details on the three mobilization partners.

#### **Results dissemination partners**

A range of organizations and coffee cooperatives that could benefit from the project outcomes were also identified. The dissemination partners are listed in Appendix B.

Table 4: Youth mobilization partners

Name of partner	Sector	Locations	Partner description
Hanns R. Neumann Stiftung (HRNS)	Private	Mityana District	Visits were made to five (5) youth farmer field schools in Mityana District established by Hanns R. Neumann Stiftung (HRNS). These groups showed interest in learning the income skills from the Ujana Coffee Project and other solutions from Sawa World in general.  HRNS has worked with 500 youth groups with 6,544 youth in Mityana. This is a strong group to learn the seven income skills.
Kibinge Coffee Cooperative	Private	Bukomansimbi District	This cooperative is located in Masaka District. They have equipped 300 youth coffee farmers in their community with skills in the production of coffee fuel briquettes. They are also interested in learning additional skills such as biochar fertilizer and mushroom cultivation from coffee husks.
Wakiso District Farmers Association (WADIFA)	Private	Wakiso District	WADIFA works with about 4,000 coffee farmers in Wakiso District. They have trained these farmers with a range of income skills, as well as provided mentorship to enable them to start businesses using these skills.  They also recommended two of their successful entrepreneurs who started businesses with coffee fuel briquettes and biochar-fertilizer from coffee husks.



#### Assessing the best scaling methods of the seven (7) local income solutions

One of the main goals for the 2nd quarter was to assess the best scaling methods of the seven (7) local income solutions in Central Uganda. Initially, it was proposed to establish and test a local solution hub in one region and have the seven (7) youth entrepreneurs offer ongoing practical training sessions on their local income solutions to 1,000 other youth.

From the numerous field visits, the Sawa World team learned that the solution entrepreneurs were located in different districts versus a single area as planned. Additionally, the national restrictions in Uganda, as a result of the global pandemic, required a re-assessment of the intended scaling method.

To accommodate for the field learnings and COVID-19 restrictions in Uganda, two (2) new methods to scaling the solutions were developed (see below).

#### **Method one** (no restrictions due to the COVID-19 pandemic)

The first scaling method would establish and test three (3) local solution hubs, instead of one, to accommodate the geographical locations of the solution entrepreneurs in Central Uganda. This will require the availability of a transportation fee for the solution entrepreneurs to travel to the different hubs to teach the income skills. The local solution hubs will be located in existing facilities of the Mobilization Partners (see Table 4) in Mityana, Masaka and Wakiso Districts. Before the implementation of the training sessions, a detailed socio-economic assessment will be conducted in each location to identify the livelihood status of the youth and to select the most suitable income solutions for each area. The training sessions on the income solutions will be held in cluster groups of 30 youth maximum and will be managed by local youth leaders of the mobilization partners. Local marketeers will be recruited and offer monthly training sessions in marketing and business management. A project toolkit will be offered to the three hubs and include seven learning videos and a step-by-step illustration guide of the seven solutions. These self-learning tools will also be made available online for all the Dissemination Partners (see Appendix B).

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#### **Method two** (current restrictions of COVID-19)

As a result of the current restrictions in Uganda, no fieldwork or filming can take place and may last for several months. Under these conditions, it is recommended that a self-learning toolkit of the income solutions is developed and shared remotely for the distribution to youth farmers using the network of partners developed for this project in Uganda.

The first part of developing the toolkit would be the holding of detailed phone assessments using video interviews to nominate the remaining three solution entrepreneurs. The nominated entrepreneurs would still receive a small investment grand as stated in the project proposal.

Instead of producing learning videos of the income solutions, a learning (toolkit manual) will be designed of the income solutions. The toolkit will include 10 to 15 income solutions and include some of the existing Sawa World Solutions that have proven success in rural Uganda. The toolkit will display simple illustrated steps to start and implement the income skills and outline the income potentials and recommendations to start these micro-businesses. The toolkit will be shared with all the partners listed in Table 4 and Appendix A and B. It is estimated that this could reach 4,000 to 10,000 youth in Central Uganda. The Sawa World team would monitor the distribution and impact of the toolkit through regular phone assessments.

Depending on the remaining budget, Sawa World could develop an online search project of income solutions. The project would collect short home-made videos of income skills from youth around the world.

The alternative project ideas will further be discussed with the Lavazza team in April. An updated project proposal and budget can be developed accordingly.



#### Visited youth farmer field schools in Mityana District



In January 2020, a field visit was conducted to the youth farmer field schools in Mityana District as part of the Hanns R. Neumann Stiftung (HRNS). During the field visits, five (5) youth groups were visited. The main activities the youth engaged in were group savings and coffee farming. They also practised better farming methods such as bottle irrigation and mulching to produce high crop yields. The youth in these groups showed great interest in both the existing local solutions of Sawa World and those identified from the Ujana Coffee Project.

The structure and activities of the youth farmer field schools are highly conducive for the planned training sessions of the seven income solutions. Sawa World anticipates that new income skills would significantly increase their income.

#### Producing two (2) to three (3) learning videos and one (1) quarterly impact video.

Two (2) learning videos were produced, coffee-flavoured cakes and mushroom cultivation (coffee husks). These will act as self-learning tools for the youth farmers and aid in the training of other youth. The Sawa World video team developed a series of new animations to enhance the learning level of the solution videos. This increased the length of the videos from the planned five minutes to nine minutes. Unfortunately, the learning video on the mushroom cultivation could not be completed. The final footage, that was planned to be filmed the third week of March, was cancelled due to the travel restrictions in Uganda. 90 percent of the video was produced and the final footage will be captured as soon as the situation allows.

One (1) impact video was created to capture all the key achievements and activities conducted during the second quarter.



#### Additional activities

During a field visit by the Sawa World team, a unique coffee farming model was discovered in a local high school, the GreenStead High School Kabanga in Mukono District.

This is a community-based school to support the surrounding farming villages. The school developed a 'coffee club' in 2015, with the main goal to provide alternative income activities for students and their families besides fishing which was formerly the main activity to generate income.

Originally from a coffee-growing background, the director of the school encouraged the coffee club students to engage in additional coffee value chain activities such as coffee roasting for additional sources of income. They roast coffee to produce ground powdered coffee. The coffee roasting now earns a monthly income of UGX 300,000 (70.71 Euros). The students in the coffee club share their income skills with 70 families in the community and also built a coffee shop in the school. The students have used the extra income to pay for their school tuition fees.

These young students were able to acquire skills and teach other young people about coffee farming and value chain skills to earn a living. This interesting model could further be studied and documented for Lavazza.





#### **Pending activities**

#### Conducting socio-economic assessments in the selected target area

The implementation of a full-scale socio-economic assessment was not completed as part of the Q2 activities due to the COVID-19 restrictions in Uganda that started in March. However, a general socio-economic assessment was implemented to assess the status and income needs of the youth in Mityana District (one of the three selected project locations).

From this assessment, it was noted that the main income activity among the local youth was farming and their average monthly income was 127,869 UGX (31.08 Euros). The majority of them were keen to learn new skills that contribute to additional monthly income. This would provide better livelihood sustainability and less dependency on their crop harvests, which is seasonal.

Sawa World plans to conduct an in-depth socio-economic assessment in Mityana, Masaka and Wakiso Districts in the third quarter pending the global pandemic status.





### 3. Learnings and recommendations

#### Learnings

#### Selection criteria

The eleven (11) section criteria to nominate income solutions presented some challenges during the field assessments. Several income solutions that showed great potential needed more learning time from the set one to three days or required a higher start-up capital than \$100.

#### Recommendations

Some flexibility to the criteria was assessed. In Q2, several income solutions were considered that needed a longer training time. The Sawa World team also worked with promising entrepreneurs to simplify their solutions and lower the start-up capital.

#### Identification of income solutions

It was discovered that finding income solutions specifically related to coffee farming required more time than originally planned in the project proposal. There was a rich network of key players in the Uganda coffee sectors that provided close to 150 potential income solutions and showed great interest in the Ujana Project. The organizations further showed interest in the existing income solutions of Sawa World.

The extra time to find income solutions has yielded a deep level of understanding of the income diversification innovations among youth farmers in Central Uganda. This has also led to an extensive database of income solutions with a focus on the skills that use coffee by-products. The additional time also led to developing strategic partnerships that can contribute and benefit from the project. These partnerships were developed with the key players in the Ugandan coffee sector and will thus contribute to the long-term sustainability and impact of the project.

#### Female entrepreneurs

The identification of female entrepreneurs was challenging. Coffee farming is still dominated by males in Uganda. During field visits, male representatives dominated the assessments and interviews despite the efforts of the Sawa World team to focus and promote female entrepreneurs.

The approval of the final income solutions will focus on females. Female representation will also be prioritized in the other project activities.

### 4. Financial management

All the project expenses of Q2 were carefully reviewed, filed and processed. A final report for the quarterly expenses will be submitted by April 30th. The two-week delay was a result of the travel and work restrictions in Uganda.







### 5. Planned activities for Q3

The activities below were planned for Q3, if there were no restrictions due to the COVID-19 pandemic. The associated project phases are also indicated for each activity.

- Completing the nomination of the three (3) local income solutions (Phase 1).
- Producing four (4) learning videos on the approved local income solutions (Phase two)
- Conducting a professional training session to equip the approved entrepreneurs with essential skills when they train the 1,000 youth farmers (Phase 3).
- Conducting a socio-economic and income needs assessment of the youth in three districts (Phase 1).
- Offering practical training sessions of the seven (7) local income solutions to other youth coffee farmers in the identified locations in Central Uganda (Phase 3).
- Testing three solution hub establishments in the confirmed training locations to ensure large-scale and permanent access to the local income solution (Phase 3).
- Nominating youth leaders for each of the three solution hubs to monitor and provide mentorship to the trained youth farmers (Phase 3).
- Selecting local marketeers to provide monthly coaching sessions to support the youth with expanding the market potential of their newly started micro-businesses (Phase 3).
- Creating a summary video to capture the achievements and impacts of the third quarter (Phase three).

However, due to the restrictions as a result of the COVID-19 pandemic, which is likely to last for several months, all the activities planned for Q3 will be impacted and have been put on hold.

The following alternative activities are recommended for Q3 and some for Q4:

- Updating the project proposal and budget with the new activities.
- Holding phone and video calls to nominate the final four solution entrepreneurs.
- Conducting a suitability assessment of the exciting Sawa World income solutions. Eight will be added to the seven from the Ujana project to have a total of 15 income solutions.
- Designing a self-learning toolkit of the 15 income solutions. This will include step-by-step illustration posters, start-up costs, income potential and businesses tips to run the micro-enterprises successfully.
- Developing an Implementation and Monitoring Plan for the toolkit.
- Distributing the toolkit to the key project partners as listed in Table 4 and Appendix A and B. (Q4)
- Conducting an online training of the toolkit to the partners. (Q4)
- Holding M&E activities (using phone and video calls) to assess the successes and challenges
  of the toolkit. (Q4)
- Awarding (virtually) the project support grants to the seven solution entrepreneurs. (Q4)

Additionally, as mentioned earlier in the report, and pending budget availability, Sawa World can develop an online competition for youth farmers from around the world to submit their income diversification innovations.



## Appendix A

Table 5: Solution entrepreneur partners (recommended entrepreneurs)

Name	Sector	Location (s)	Description	Recommendation(s)
National Union Coffee Agripreneur and Farmers Entreprises (NUCAFE)	Private	Masaka, Mukono,	NUCAFE recommended three (3) young entrepreneur groups that were visited. Among these, one was aligned to the selection criteria.	One (1) solution was approved, mushroom cultivation using coffee husks.
Consortium for Enhancing University Responsiveness to Agribusiness Development Ltd (CURAD)	Government	Wakiso District	CURAD provided a list of eleven (11) entrepreneurs dealing in different agribusinesses. It was noted that the majority of their businesses are not sustainable for unemployed youth and not aligned to the Sawa World selection criteria.  CURAD organizes agribusiness innovations where youth pitch their ideas and receive mentorship and financial support.	The youth trained in the local income solutions will be connected to CURAD for the additional advice on running their businesses.
Marula Creative Consultancy	Private	Wakiso District	MARULA recommended seven (7) young entrepreneurs. Among these, one had an innovative solution that was unfortunately not aligned within the selection criteria due to the high startup capital.	The beekeeping and macro-propagation solutions would be considered for future projects in the agricultural sector to support coffee farmers. The startup costs started at 2 Million Uganda Shillings.

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Name	Sector	Location (s)	Description	Recommendation(s)
Wakiso District Farmers Association (WADIFA)	Private	Wakiso District	WADIFA recommended thirty (30) entrepreneurs who were screened using a phone assessment, and later visited in-person. Among these, two aligned to the selection criteria.	Two solution entrepreneurs were approved, coffee fuel briquettes and biochar fertilizer (from coffee husks).
Uganda Coffee Development Authority (UCDA)	Government	Kampala District	UCDA recommended three (3) entrepreneurs and have regional centers in the districts of Central Uganda to support coffee farmers access to the markets.  They showed great interest in the income training sessions and wanted to learn more.	The project results could be shared with UCDA.



## Appendix B

Table 6: Dissemination partners

Name	Sector	Location(s)	Description of partnership
National Coffee Research Institute (NACORI)	Government	Mukono District	A research entity working to support youth who are passionate about coffee farming. They provide seedlings that are resistant to coffee wilt diseases. During field visits, their Value Addition Department expressed interest to work with the solution entrepreneurs identified in the Ujana Coffee Project.
Uganda Coffee Development Authority (UCDA)	Government	Kampala District	UCDA developed regional centers in the districts of Central Uganda to support coffee farmers in accessing markets and coffee seedlings. They showed interest in learning the local solutions of the Ujana Coffee Project.
Zirobwe Agaali Awamu agribusiness and Training Association (ZAABTA)	Private	Luwero District	ZAABTA is a social enterprise that has supported youth in the agricultural value chain to find employment. They also mentor youth to change mindsets around creating opportunities for themselves in the agricultural sector.  ZAABTA is a potential partner for a training around mindset at the final event.





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